The Effect of Instagram Content Exposure @uniqloindonesia on Brand Equity and Purchase Intention for the Uniqlo Fashion Brand

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Abstract

This study is to determine the exposure of @uniqloindonesia Instagram content on brand equity and purchase intention. This research uses a quantitative approach with the type of explanatory research, in which the research examines the influence of the independent variable on the dependent variable. The results showed that the majority of respondents indicated that exposure to @uniqloindonesia Instagram content was in the high category. Instagram social media @uniqloindonesia has an influence of 72.4% which indicates that Uniqlo's presence and activities on Instagram have a strong influence. The level of brand equity of 70.1% shows that the majority of respondents have a strong perception of the @uniqloindonesia brand. The percentage of respondents who show intention to buy the Uniqlo fashion brand of 70.1% is high. The results showed that exposure to @uniqloindonesia Instagram content had a positive and significant effect on brand equity on purchase intention.

Keywords: *Brand Equity; Purchase Intention; Instagram, Social Media.*

INTRODUCTION

According to Marshall McLuhan (West & Turner, 2010), the existence of media technology is decisive in shaping aspects of human life. This is in line with the principle of media ecology theory that society cannot separate itself from the influence of technology. Media ecology theory reviews media and communication processes affecting the physical and psychological dissemination of information and technical values through new technologies. The theory views media as something that directly affects humans so it is not easy to separate ourselves from the influence of technology. According to McLuhan, humans create technology and vice versa technology creates humans.

Social media became a new set of communication and collaboration tools that allowed for various types of interactions that were previously unavailable to ordinary people (Chris Brogan, 2010). Media changes the audience, it is due to people's dependence on technology which becomes a means of social interaction because of the speed, storage and ease of creating organizational groups. The high number of social media users is a great opportunity to utilize the platform to market products or services globally without being limited by time. The meaning of social media refers to 3 forms, namely recognition, communication and cooperation. Social media allows market players to find out consumer habits and conduct personalized interactions and build deeper attachments. The popularity of social media with such diverse platforms provides a great opportunity for marketers to market and introduce their brands.

Social media is needed to build brands by business people (Nam et al., 2011). Brand equity is a strategic asset for companies because it characterizes, contains symbols, meanings that help companies reduce promotional costs and attract new consumers (Durinato & Sitinjak, 2004). Brand equity variables, namely brand awareness, quality impression, brand association and brand loyalty, are very influential and are the main factors in determining purchasing decisions (Rangkuti, 2002). Increasing brand equity is an effective marketing strategy to influence consumer purchase intention and engagement in the digital era. Brand equity is one of the things that can potentially increase customer engagement and have an impact on purchase intentions. Social media marketing is revolutionizing the fashion industry in shaping and building brand equity. Social media platforms

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are getting great attention from many brands to increase brand equity. Many fashion brands use Instagram to increase traffic to their sites. According to Mangold and Faulds (2009), marketing actions through social media are part of the promotion mix in brand communication.

The right marketing mix should be focused on exploiting brand equity in terms of purchase intention and repeat product sales. Purchase intention is defined as a happy attitude towards an object that makes individuals try to get the object with money or sacrifice (Schiffman and Kanuk, 2007 in Maghfiroh, Arifin & Sunanrti, 2016). Instagram social media has revolutionized the fashion industry in shaping and building brand equity. Global fashion brands recognize that social media is more effective than conventional media. Instagram's social media platform is receiving great attention from many brands to increase brand equity and purchase intention. Many fashion brands use Instagram to increase traffic to their sites. In the context of fashion, the industry has evolved in the ever-changing world fashion trends. The rapid development of the fashion business requires fashion brands to create products that can adapt to consumer needs.

Uniqlo is a legendary and well-known fashion retail company from Japan that uses social media to increase traffic to their website. Uniqlo uses technology in all operational lines, from the production process to the sales process in each offline store. Uniqlo managed to become the largest fast retailing in fashion in Asia because it always innovates with its products using sophisticated technology for customer convenience, ease of purchase and attractive promotions and campaigns as well as focusing on quality. Uniqlo invests heavily in e-commerce with the aim of reaching a wider market and increasing the number of visitors to their social media sites. In Indonesia, Uniqlo has a very strong presence on social media especially on the Instagram platform with several accounts, 2 of which are @uniqlo as an official international reach account and @uniqloindonesia which has a reach in Indonesia. Uniqlo has more than 1.7 million followers with 5,334 posts as of June 2024.

Research conducted by Godey et al. (2016) states that Instagram social media has a significant positive effect on brand equity and on the two main dimensions of brand equity: brand awareness or recognition and brand image. The higher the role of social media, the higher the brand equity. Kim and Ko's research (2012) revealed that social media is an effective marketing media activity and has a positive effect related to future purchasing behavior or response. This research is important to do because at this time and in the future Instagram social media will affect brand equity in fashion brands. This research focuses on the influence of Instagram social media on brand equity and purchase intention on the Uniqlo fashion brand.

LITERATURE REVIEW

Instagram Social Media

Instagram is a mobile application based on iOS, Android, and Windows Phone that can be used to shoot, edit, and post both photos and videos. Photos or videos posted will go to the main page of Instagram and will be displayed on the homepage of other users who are followers of the account (Dailysocial.id, 2018). The rapid development of Instagram has a wide impact on the lives of its users. Instagram is no longer just a medium for sharing photos or videos, but also as a medium of interaction, communication and media that can influence many people (Arifin, 2022). Instagram is a social media that has the main function and purpose of interacting with each other between users, one way is by sharing photos and videos, sending messages, liking, commenting, and so on. This makes Instagram an application that has an important role in cyber interaction.

This platform has many features including Instagram insights that will help business Instagram users to see who views their business profile. Information such as age, demographics, and consumer interests will be visible in this Instagram insights feature. For example, the average age of users who come to a business profile is 18-30 years old, who live around Jabodetabek. This insight is very useful for determining what marketing steps to take next. The age range can also be used as a benchmark to see the development of trends.

The number of Instagram users that continues to grow from year to year raises new opportunities in online business. Instagram uses a lot of user data from content that is viewed and liked, to locations that have been visited to display products that match the user's character. The targeting done can be very precise so that it can lure users to be interested and make purchases.

Uniqlo Co., Ltd. is a Japanese company engaged in product planning, production, and distribution of casual clothing. The company operates casual clothing retail stores under the Uniqlo brand. Uniqlo's head office is in Sayama, Yamaguchi City, Yamaguchi Prefecture. Uniqlo Co., Ltd. is a subsidiary of fast retailing. The name Uniqlo comes from the name of the first store called Unique Clothing Warehouse which was opened in Hirosima City, Hirosima Prefecture on June 2, 1984 by Tadashi Yanai. The name Uniqlo comes from the name of the first store called Unique Clothing Warehouse which opened in Hirosima City, Hirosima Prefecture on June 2, 1984. Uniqlo runs its business with the SPA model (Specialty store retailer of Private label Apparel) or a specialty retailer store for own brand clothing. Uniqlo Company manages its own business from the production, planning to dispatching stages. The company produces bulk orders ranging from 5,000 pieces to 100,000 pieces which makes a dramatic reduction in procurement prices.

Hitoshi Yanai, father of Fast Retailing CEO Tadashi Yanai, opened the Ogori Shoji menswear store in Ube City in March 1949. In 1984, Tadashi Yanai took over the leadership of Uniqlo and opened the first store called Unique Clothing Warehouse on June 2, 1984 in Hirosima City. The first year, Uniqlo experienced rapid growth with the addition of stores that continued to increase especially in Western Japan. In 1991, Yanai changed the company name to Fast Retailing from Ogori Shoji. November 1996, in order to strengthen the production planning of griaan, Uniqlo opened a headquarters in Tokyo. October 1998 became a flashpoint for Uniqlo after producing sweaters made of synthetic fleece on sale for Y1,900 sold up to 2 million pieces and continued in the following years. In 1999, Uniqlo sold another 8.5 million garments and increased to 26 million pieces as the brand grew in popularity. In March 2006, Fast Retailing established G.U. Co. Ltd. to develop the low-priced casual fashion brand g.u. The first g.u. store opened in Ichikawa, China Prefecture.

Uniqlo's success became the first step to expand outside Japan by opening the Uniqlo office in Shanghai in April 1999. Uniqlo opened its first store outside Japan in London, United Kingdom in September 2001. Uniqlo's first store in China opened in September 2002 in Shanghai. Uniqlo then opened global flagship stores in major cities around the world.

In 2013, Uniqlo also expanded and opened its store in Indonesia, located at Lotte Mall, Ciputra Wolrd Jakarta. Its first store in Indonesia became the largest in Southeast Asia and was created as a megastore. The development of Uniqlo had a sweet start as it was well received by the Indonesian people. In 2014, Uniqlo opened 6 stores in Grand Indonesia and outside Jakarta. In 2015, Uniqlo opened 2 more stores in Gandaria City and in Tangerang. The development of Uniqlo continues until now and has more than 50 stores in Indonesia. This is reinforced by the presence ofujiuizxs89an on social media. Uniqlo Indonesia has more than 1.7 million Instagra followers more than 610,000 followers on Tiktok, making it the most followed Uniqlo page in Indonesia.

Uniqlo's success on Instagram can be attributed to several key factors. Uniqlo focuses heavily on attractive and professional visuals. Their product photos are well-lit, well-composed, and often use stylish models, which is in keeping with their brand image. Uniqlo maintains consistency in their aesthetics and brand messaging. The colors, style and theme of their content reflect a solid brand identity, making it easily recognizable to the audience. Uniqlo often works with famous influencers and does collaborations with other designers and brands. This helps them reach a wider audience and increase their credibility. Uniqlo is active in interacting with their followers, both through comments and direct messages. They also promote user-generated content which increases the sense of community and brand loyalty. They often launch promotional campaigns that are creative and relevant to current trends. For example, the launch of a seasonal or limited edition collection is often packaged with an engaging story that invites users to participate. The strategic use of hashtags helps Uniqlo increase the visibility of their content. Unique and relevant hashtags make their content easier for interested audiences to find. Uniqlo also uses interactive features such as polls, quizzes, and Instagram Stories to increase interaction with their followers. This not only makes their account more engaging but also provides valuable insights into customer preferences. By utilizing Instagram's shopping features, Uniqlo makes it easier for customers to purchase products directly from the platform. This creates a seamless shopping experience and eases the conversion from followers to customers. This allows Uniqlo to build a strong and effective presence on Instagram that supports their sales and brand growth.

Brand Equity

According to Kotler and Armstrong (2016: 324) brand equity is the value of a product based on the extent to which the brand has brand loyalty, brand awareness, perceived quality, high brand association and other assets such as patents, trademarks and distribution relationships. Brand equity creates value and makes customers more confident in buying products offered by brands and increases customer loyalty in the long run. Brand equity explains that the value of a brand makes a real contribution to the company or customer. According to Aaker (in Tjiptono and Diana, 2000: 42), brands have a very strong capacity and become complete if they fulfill 5 categories, namely brand awareness, brand association, perceived quality, brand loyalty and brand assets.

The concept of brand equity is used to describe the relationship between customers and brands. Brand equity has three different definitions (Hendlund, 2003): (1) brand value, the total brand is seen as a separate asset, when sold or included in the balance sheet. (2) brand strength, a measurement of the strength of consumer additions to the brand, synonymous with brand loyalty. (3) brand description, a description and association and consumer confidence in the brand is the same as brand image. The criteria for selecting and designing brand elements to build brand equity are: easy to remember, has a certain meaning, contains aesthetic appeal, can be used both for and within product categories and across geographical and market segments, adaptable and flexible over time, legally protected from competitors.

Purchase Intention

According to Kotler (2005) purchase intention is something that precedes and determines every customer. Intention is the tendency to take action or behavior or something that immediately precedes actual buying behavior. Meanwhile, intention is one of the psychological aspects that has a considerable influence on behavioral attitudes. Purchase intention can be interpreted as a happy attitude towards an object that makes individuals try to get this object by paying it with money or sacrifice (Schiffman and Kanuk, 2007 in Maghfiroh, Arifin & Sunanrti, 2016). Every day consumers make various purchasing choices. Most large companies try to investigate consumer purchasing decisions in great detail even though the reasons for consumer purchasing behavior are not easy. Purchase intention is a tendency and desire that strongly encourages individuals to buy a product (Bosnjak et al. 2006). Purchase intention is a motivational factor that encourages individuals to buy certain products and the best method for predicting consumer buying behavior. Purchase intention is a future consumer behavior, which means that from the purchase intention it can be assumed that the purchase decision will be made actually, therefore it is necessary to identify the purchase intention of consumers.

According to Lutz et al. in Lindstrom, 2010 the factors that influence consumer purchase intention are as follows:

Brand cognition is the message recipient's perception of the brand itself. The brand leads more to the intangible value of a product offered. Brands are built in the minds of consumers through the combination of an effective promotion mix since the brand was introduced and built along with the company's reputation. The company's reputation is a perceptual representation of the company's experience selling the brand in the past and the company's prospects in the future.

Communicator credibility cognition or cognition of the credibility of the messenger. A set of cognitive responses directed at the messenger, namely the message recipient's perception of the messenger's credibility. Credibility refers to the source of information that can be trusted and has sufficient ability to deliver messages.Sources that have high credibility will increase message acceptance.

Advertisement execution cognition or cognition of ad serving. This relates to the message recipient's perception of the implementation of the ad itself which consists of visual and verbal elements. The objects of attention are important components of advertisements that are aired such as consumer statements making considerations of the quality and creativity of serving an advertisement, the rhythm and style of the advertisement when implemented both visually and verbally and the results of their perceptions of the implementation of advertisements which will form consumer attitudes towards advertisements.

Method

Valid research requires a detailed explanation of the type of research conducted. This research uses quantitative methods. This study evaluates the Effect of Instagram Social Media on Brand Equity and Purchase Intention on the Uniqlo Fashion Brand. The type of research used is explanatory research which describes the position of the variables studied. Data analysis was carried out by simple linear regression analysis.

This is in accordance with the research objectives to determine the effect that occurs on Instagram social media variables on brand equity variables and purchase intentions. The population in this study was obtained from Uniqlo followers on Instagram @uniqloindonesia totaling 1.7JT followers. Based on this, this study examines part of the existing population and is used as a sample. The sample criteria were determined using the sample measurement formula proposed by Isaac and Michael as many as 384 samples. Data sources were obtained from a survey method conducted by distributing questionnaires or questionnaires to respondents using googleform accessed via the link https://forms.gle/KDfFcsaqj9EwWxDQ7 which was collected for 1 month from April 1 to April 30, 2024 using a Likert scale for measuring questions with choices, namely Strongly Agree (SS), Agree (S), Neutral (N), Disagree (TS) and Strongly disagree (STS). The statistical measurement tool used in this study is the statistical package for the social sciences version 24 software.

The following are the indicators in the research which are the questions distributed in googleform:

Table 1 Instagram Social Media Questionnaire Statement (X)

No	Statement
1.	1) Following @uniqloindonesia on Instagram is fun because it provides various information services about the Uniqlo products offered.
2.	2) The content on Instagram @uniqloindonesia has innovative and interesting content quality.
3.	3) Instagram account @uniqloindonesia is able to represent the quality of their products through the photo/video content shared.
4.	4) The @uniqloindonesia Instagram account is able to represent interesting and innovative models and designs through the photo/video content shared.
5.	5) Instagram account @uniqloindonesia is active in providing information about products through the snapgram feature, post feed or Instagram Ads feature.
6.	6) The @uniqloindonesia Instagram account utilizes the account bio link feature to share information about products to the s.uniqlo.com/LinkBio marketplace to make it easier for consumers to see the product catalog.
7.	7) I feel that the Instagram account @uniqloindonesia actively communicates with consumers, be it asking about products, giving suggestions, messages and complaints in order to establish good relationships with consumers on social media.
8.	8) I follow @uniqloindonesia on Instagram so I can connect and get more in-depth information.
9.	9) I recommend Uniqlo products to my friends by sharing them on social media.

Source: Primary Data Researcher (2024)

Table 2 Brand Equity questionnaire statements (Y1)

No	Statement
1.	10) I have always known the Uniqlo brand.
2.	11) The characteristics of the Uniqlo brand always come to my mind quickly.
3.	12) I can quickly recall the symbol/logo of Uniqlo.
4.	13) Uniqlo is a market leader in providing casual wear with quality products and a long history of experience.
5.	14) I feel confident when using Uniqlo products.
6.	15) Uniqlo is a company that puts customers first.

Source: Primary Data Researcher (2024)

Table 3 Purchase intention questionnaire statements (Y1)

No	Statement
1.	16) When I visited @uniqloindonesia's Instagram, my desire to buy increased.
2.	17) When it is easy when you want to get Uniqlo products because they can be accessed through Instagram social media and adequate availability of goods.
3.	18) I consider the price and quality of Uniqlo products to be appropriate.
4.	19) When buying Uniqlo products because they suit my dressing needs.

5.	20)	When buying Uniqlo products because the quality of the materials offered on Instagram @uniqloindonesia is convincing.
6.	21)	I buy Uniqlo products because the photos/video and designs/models displayed on Instagram @uniqloindonesia are interesting and innovative.

Source: Primary Data Researcher (2024)

RESEARCH RESULTS AND DISCUSSION

This study uses primary data from 384 respondents collected through googleform questionnaires distributed through social media platforms. The main criteria for respondents are those who have seen the content and become followers of Instagram social media @uniqloindonesia. Researchers will explain the descriptive data obtained from respondents. Descriptive research data is presented so that it can be seen the profile of the research data and the relationship that exists between the variables used in the study.

Table 4 Demographic Information

Gender	Frequency	Percentage
Male	130	34%
Female	254	66%
Total	**384**	**100%**
Domicily	**Frequency**	**Percentage**
Sumatera Province	2	0%
Java Province	38	10%
Sulawesi Province	315	82%
Kalimantan Province	21	6%
Nusa Tenggara Province	4	1%
Maluku dan Papua Province	4	1%
Total	**384**	**100%**
Age	**Frequency**	**Percentage**
18 - 23 Years	150	39%
24 - 29 Years	209	55%
30 - 35 Years	20	5%
> 35 Years	5	1%
Total	**384**	**100%**

Source: Primary Data Researcher (2024)

Based on the data of this study, the majority of respondents were female as many as 254 (66%) and 130 respondents were male (34%). It was concluded that most respondents came from Sulawesi Island as many as 315 respondents (82%), 2 respondents came from Sumatra Island (0%), 38 respondents came from Java Island (10%), 21 respondents came from Kalimantan Island (6%), 4 respondents came from Nusa Tenggara (1%) and 4 respondents came from Maluku and Papua Island (1%). There were 150 respondents aged 18-23 years (34%), 209 respondents aged 24-29 years (55%), 20 respondents aged 30-35 years (5%), and 5 respondents aged more than 35 years (1%) so it is known that in this study the majority of respondents were aged 24-29 years.

Measuring Instagram social media in this study is based on 9 questions with a distribution divided into 3 categories, namely: low categories obtained scores 9-21, medium 22-34 and high 35-45. Measuring brand equity in this study based on 6 questions with a distribution divided into 3 categories, namely: low categories obtained scores 6-14, medium 15-23 and high 24-30. Measuring purchase intention in this study is based on 6 questions with a distribution divided into 3 categories, namely: low categories obtained scores of 6-14, medium 15-23 and high 24-30.

Table 5 Indicator Variable

Variable	Category	Score	F	Percentage
Instagram Social Media (X)	Low	9-21	34	8.9%
	Medium	22-34	72	18.7%
	High	35-45	278	72.4%
Brand Equity (Y_1)	Low	6-14	24	6.3%
	Medium	15-23	91	23.6%
	High	24-30	269	70.1%
	Low	6-14	27	7.0%

Purchase Intention (Y₂)	Medium	15-23	88	22.9%
	High	24-30	269	70.1%

Source: Primary Data Researcher (2024)

Based on the research indicator variables, the majority of respondents indicated that the influence of Instagram social media was in the high category. This shows that the use of Instagram social media has a significant impact on respondents. Instagram social media @uniqloindonesia has an influence of 72.4% which shows that Uniqlo's presence and activities on Instagram have a strong influence. The level of brand equity of 70.1% shows that the majority of respondents have a strong perception of the @uniqloindonesia brand. This high brand equity includes important aspects such as brand awareness, brand association, perceived quality, brand loyalty and brand assets. The percentage of respondents who show intention to buy the Uniqlo fashion brand of 70.1% is high. This shows that the brand has a strong appeal among consumers.

The data obtained through the survey questionnaire will be revealed in this section sequentially according to the research questions. First, data relating to the influence of Instagram social media on brand equity. Second, data relating to the influence of Instagram social media on purchase intention.

Validity Test

Table 6 Validity Test Result

Variable	Question Item	r count	r table	Result
Instagram Social Media (X)	PX_1	0.922	0.099	Valid
	PX_2	0.955	0.099	Valid
	PX_3	0.947	0.099	Valid
	PX_4	0.948	0.099	Valid
	PX_5	0.953	0.099	Valid
	PX_6	0.939	0.099	Valid
	PX_7	0.940	0.099	Valid
	PX_8	0.930	0.099	Valid
	PX_9	0.914	0.099	Valid
Brand Equity (Y₁)	PY1_1	0.913	0.099	Valid
	PY1_2	0.917	0.099	Valid
	PY1_3	0.923	0.099	Valid
	PY1_4	0.931	0.099	Valid
	PY1_5	0.928	0.099	Valid
	PY1_6	0.932	0.099	Valid
Purchase Intention (Y₂)	PY2_1	0.932	0.099	Valid
	PY2_2	0.934	0.099	Valid
	PY2_3	0.927	0.099	Valid
	PY2_4	0.933	0.099	Valid
	PY2_5	0.952	0.099	Valid
	PY2_6	0.926	0.099	Valid

Source: Primary Data Researcher (2024)

Based on the results of the validity test of 384 respondents, it can be concluded that all indicators produce rcount greater than rtable, so it is concluded that all Instagram social media indicators in the study are valid.

Reliability Test

Table 7 Reliability Test Results

Variable	Cronbach's Alpha	Standard Cronbach's Alpha	Description
Instagram Social Media (X)	0.983	0,60	Reliabel
Brand Equity (Y₁)	0.966	0,60	Reliabel
Purchase Intention (Y₂)	0.971	0,60	Reliabel

Source: Primary Data Researcher (2024)

Based on the test results of the data obtained, Cronbach's alpha on each variable has a value above the Cronbach's alpha standard of 0.60. Therefore, the variables in this study are declared reliable, so the questionnaire items used in this study can be used for further research.

Normality Test

Table 8 Model I Normality Test Results

One-Sample Kolmogorov-Smirnov Test		Unstandardized Residual
N		384
Normal Parameters[a,b]	Mean	.0000000
	Std. Deviation	2.61044328
Most Extreme Differences	Absolute	.195
	Positive	.195
	Negative	-.113
Test Statistic		.195
Asymp. Sig. (2-tailed)		.351[c]
a. Test distribution is Normal.		
b. Calculated from data.		
c. Lilliefors Significance Correction.\		
Source: Primary Data Researcher (2024)		

Based on the results of the Kolmogorov-Smirnov normality test with a significance value (sig) greater than 0.05 (0.351> 0.05), it can be concluded that the data on the dependent variable brand equity (Y1) is normally distributed. This fulfills the assumption that the data follows a normal distribution, making it possible to proceed to further statistical testing which requires normal distribution assumptions.

Table 9 Model II Normality Test Results

One-Sample Kolmogorov-Smirnov Test		Unstandardized Residual
N		384
Normal Parameters[a,b]	Mean	.0000000
	Std. Deviation	3.52643466
Most Extreme Differences	Absolute	.171
	Positive	.171
	Negative	-.162
Test Statistic		.171
Asymp. Sig. (2-tailed)		.137[c]
a. Test distribution is Normal.		
b. Calculated from data.		
c. Lilliefors Significance Correction.		
Source: Primary Data Researcher (2024)		

Based on the results of the Kolmogorov-Smirnov normality test with a significance value (sig) greater than 0.05 (0.137> 0.05) for the dependent variable purchase intention (Y2) in the second research model, it can be concluded that the data is normally distributed.

Heteroscedasticity Test

Tabel 10 Model Heteroscedasticity Test (Glejser Test) Model I

		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
Model		B	Std. Error	Beta		
1	(Constant)	3.977	.389		10.222	.000
	Social Media Instagram (X)	.004	.018	.020	.226	.821
a. Dependent Variable: Abs_Res						
Source: Primary Data Researcher (2024)						

Based on the Glejser test table with the dependent variable brand equity, it can be explained that the variable data used is not indicated by symptoms of heteroscedasticity, this can be seen from the probability value (Sig) for the independent variable showing a value greater than 0.05, (0.821> 0.05).

Tabel 11 Model Heteroscedasticity Test (Glejser Test) Model II

		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
Model		B	Std. Error	Beta		
1	(Constant)	5.133	.476		10.789	.000
	Social Media Instagram (X)	-.074	.013	-.288	-5.887	.086
a. Dependent Variable: Abs_Res2						
Source: Primary Data Researcher (2024)						

Based on the Glejser test table with the dependent variable purchase intention (Y2) and the independent variable Instagram social media, it can be explained that the variable data used is not indicated by symptoms of heteroscedasticity, this can be seen from the probability value (Sig) for the independent variable showing a value greater than 0.05, Instagram social media (0.086> 0.05).

Correlation Test

Table 12 Correlation Test

Correlations

		Social Media Instagram (X)	Brand Equity (Y1)	Purchase Intention (Y2)
Social Media Instagram (X)	Pearson Correlation	1	.848**	.833**
	Sig. (2-tailed)		.000	.000
	N	384	384	384
Brand Equity (Y1)	Pearson Correlation	.848**	1	.883**
	Sig. (2-tailed)	.000		.000
	N	384	384	384
Purchase Intention (Y2)	Pearson Correlation	.833**	.883**	1
	Sig. (2-tailed)	.000	.000	
	N	384	384	384

**. Correlation is significant at the 0.01 level (2-tailed).

The data above shows the results of the Pearson correlation analysis between three variables: Instagram social media (X), Brand Equity (Y1) and Purchase Intention (Y2). Correlation between Instagram social media (X) on Brand Equity (Y1): Pearson Correlation: 0.848 and Sig. (2-tailed): 0.000. Interpretation: There is a very strong positive correlation between Instagram social media and Brand Equity with a correlation coefficient of 0.848. The significance value (0.000) indicates that this correlation is highly significant at the 0.01 (1%) significance level.

Correlation between Instagram Social Media (X) and Purchase Intention (Y2): Pearson Correlation: 0.833 Sig. (2-tailed): 0.000. Interpretation: There is a very strong positive correlation between Instagram Social Media and Purchase Intention with a correlation coefficient of 0.833. The significance value (0.000) indicates that this correlation is highly significant at the 0.01 (1%) significance level.

Hypothesis Test

The t test is conducted to determine the effect on each independent variable and the dependent variable. Structural equations used in hypothesis testing:

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Table 13 The result of t test (X to Y1)

		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
Model		B	Std. Error	Beta		
1	(Constant)	5.086	.719		7.072	.000
	Sosial Media Instagram (X)	.525	.019	.819	27.887	.000
a. Dependent Variable: Brand Equity (Y)						

Coefficients^a

H0: There is no effect of exposure to @uniqloindonesia Instagram content on brand equity in the Uniqlo fashion brand.

H1: There is an influence of exposure to Instagram content @uniqloindonesia on brand equity in the Uniqlo fashion brand.

Based on the calculation results in table 4.18 testing the effect of Instagram social media on brand equity (X to Y1). It is known that the tcount of 27.887 is greater than the ttable of 3.31618 (27.887> 3.31618), with a coefficient value of 0.819.

tcount (X) 27.887> ttable 3.31618 then there is a positive influence of exposure to Instagram content @uniqloindonesia on brand equity.

The significance level is 0.000 <0.005, so H0 is rejected and H1 is accepted.

It is concluded that there is a positive and significant influence between exposure to @uniqloindonesia Instagram content on brand equity in the Uniqlo fashion brand.

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Table 14 The result of t test (X to Y1)

Coefficients[a]					
	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
Model	B	Std. Error	Beta		
1 (Constant)	4.556	.687		6.636	.000
Instagram Social Media (X)	.538	.018	.833	29.443	.000
a. Dependent Variable: Purchase Intention (Y₂)					

Source: Primary Data Researcher (2024)

H0: There is no effect of exposure to @uniqloindonesia Instagram content on purchase intention on the Uniqlo fashion brand.

H1: There is an influence of exposure to Instagram content @uniqloindonesia on purchase intention on the Uniqlo fashion brand.

The second t test results in table 4.19 above obtained the tcount value of variable X (Instagram social media) of 29.443 with a ttable of 3.31618, then the value of tcount> ttable (29.443> 3.31618). Standardized coefficient beta of 0.833.

tcount (X) 29.443> ttable 3.31618 then there is a positive influence of exposure to Instagram content @uniqloindonesia on purchase intention.

The significance level is 0.000 <0.005, so H0 is rejected and H1 is accepted.

It is concluded that there is a positive and significant influence between exposure to @uniqloindonesia Instagram content on purchase intention on the Uniqlo fashion brand.

The effect of exposure to @uniqloindonesia Instagram content on brand equity in the uniqlo fashion brand.

Based on the results of research conducted by distributing questionnaires to 384 respondents who follow the Instagram social media account @uniqloindonesia which tests the effect of Instagram social media on brand equity, from the table results 0.000 or less than 0.05. It is known that t count of 27.887 is greater than t table of 3.31618 (27.887> 3.31618), so H0 is rejected and H1 is accepted. This means that there is a positive and significant influence of the independent variable Instagram social media on the dependent variable brand equity. Based on these findings, it can be said that Instagram social media is used by several fashion brands to build brand equity.

 The stronger marketing through Instagram social media, it will increase the brand equity of a brand. The results of this study are supported by (Angkie, N. S., 2019) that social media marketing affects brand equity in fashion brands Zara, H&M, Pull&Bear, and Stradivarius in Surabaya. The crosstab results show that there is a strong relationship between social media marketing and brand equity at Zara, H&M, Pull&Bear, and Stradivarius in Surabaya. This is also in accordance with the research of Godey et al. (2016), stating that social media marketing has a significant positive effect on brand equity because marketing through social media can provide information more quickly and easily to consumers about the products being sold so that it can provide a positive brand image by increasing brand equity.

The effect of exposure to @uniqloindonesia Instagram content on purchase intention on the uniqlo fashion brand

Based on the results of research conducted by distributing questionnaires to 384 respondents who follow the Instagram social media account @uniqloindonesia which tests the effect of Instagram social media on purchase intention, from the table results 0.000 or less than 0.05. It is known that the t value of 29.443 is greater than the t table of 3.31618, (29.443> 3.31618), so H0 is rejected and H2 is accepted. This means that the effect of the independent variable Instagram social media on the dependent variable purchase intention is positive and significant.

The more interactive a company is in introducing products, providing up to date information and providing information needed by consumers through advertisements or promotions on social media, will create positive emotions or feelings about a brand in the minds of its followers (Bilgin, 2018; Godey et al., 2016), thus influencing consumer buying intentions, especially Instagram social media users to buy and try marketed products. This is in line with the research entitled The Influence of Instagram Social Media Marketing on Consumer Purchase Intention at Kopi Janji Jiwa by Stefanie Sandra Santoso and Sheellyana Junaedi, the results of the study show that social media marketing has a significant effect on consumer purchase intention at kopi janji jiwa through entertaiment entertainment activities, interactions, trendiness, advertisement, customization.

The results of this study are in accordance with the second assumption of media ecology theory which states that media improve perceptions and manage experiences. This effect proves that one of the goals of Instagram social media is brand building. This study also proves the first and third assumptions of media ecology theory based on the general description of respondents. Instagram social media helps Uniqlo in creating a strong and lasting impression in the minds of followers about its brand.

CONCLUSION

This study aims to examine the effect of Instagram social media on brand equity and purchase intention in the Uniqlo fashion brand. Based on the results of hypothesis testing conducted, it is concluded as follows:

Exposure to Instagram @uniqloindonesia content (X) has a positive and significant effect on brand equity (Y1), so that the better Instagram social media, the more brand equity will increase.

Exposure to Instagram content @uniqloindonesia (X) has a positive and significant effect on purchase intention (Y2), so that the better the Instagram social media, the more it will increase consumer buying interest in the Uniqlo fashion brand.

Based on the results of the study, some suggestions that can be considered to Uniqlo include: optimize presence on Instagram because Instagram has a significant positive influence on brand equity and purchase intention, Uniqlo should continue to optimize its presence on this platform. This can be done by ensuring relevant, engaging and consistent content, as well as actively interacting with followers; focus on quality and consistency in brand image and content quality is essential to retain and increase consumer loyalty. Ensure that every piece of content posted on Instagram reflects Uniqlo's brand values consistently; Uniqlo can utilize the Instagram platform to provide educational or inspirational content that is relevant to the lifestyle and brand values. This can help build deeper connections with followers and potential consumers.

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